MyHomeBakery

Explore a Warm, Simple, and Stress-Free Recipe Experience!

MyHomeBakery
Main
Cuisines
Dishes
Diet
Wondering What To Bake?
Popular
Apple Roses
Ingredients
Tools
Steps
Servings
Convert

Introduction

Cooking and baking bring daily joy — yet many recipe platforms turn that joy into stress with unclear steps, frustrating searches, and intrusive ads. MyHomeBakery was designed to bring ease and delight back to the kitchen.

Goal

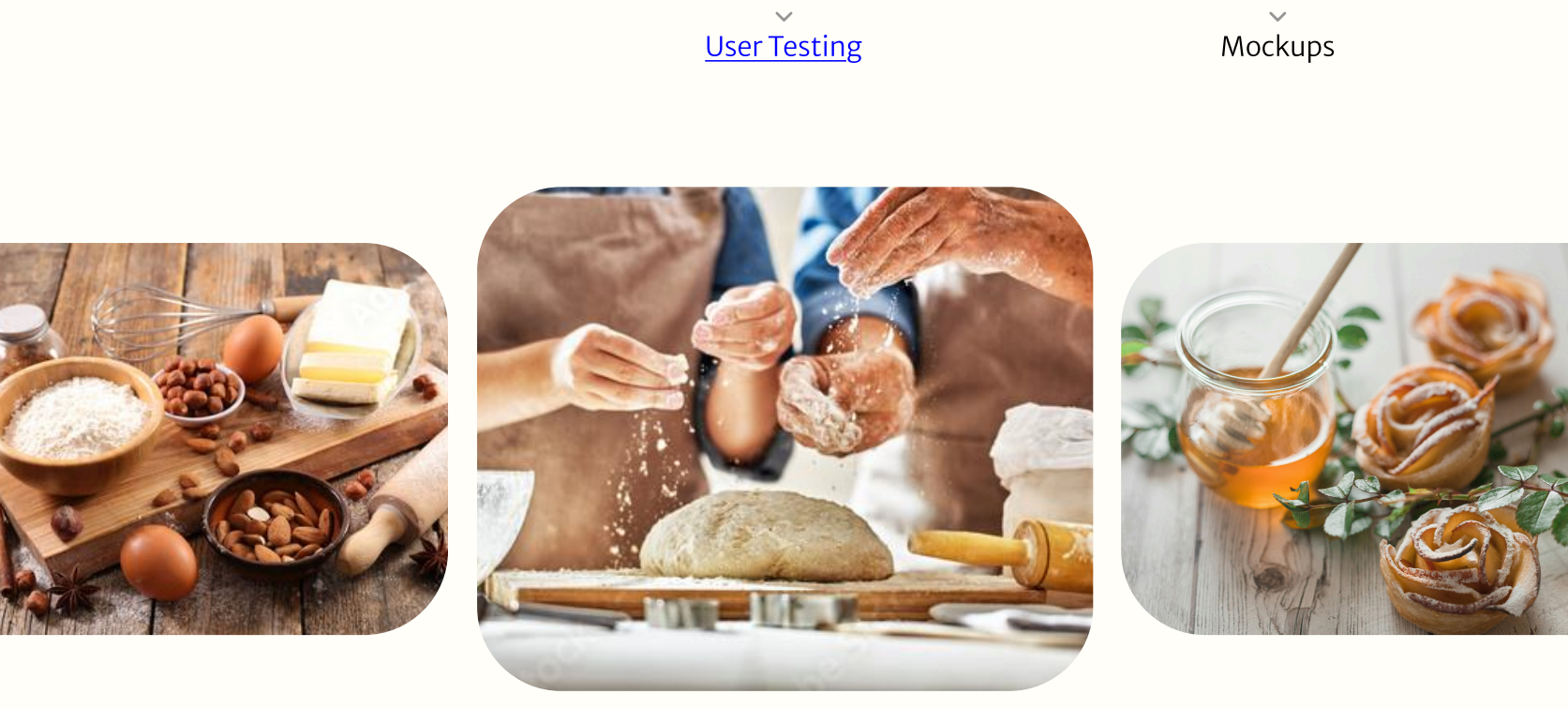
The goal was to create a detailed, easy-to-follow recipe platform where anyone can bake like a master.

My Role

My role covered the entire UX/UI design process, from research and ideation to prototyping, testing, and final design - using Adobe XD, Figma, Draw, and Adobe Illustrator over nine - weeks.

Design Process

Research	Prototyping	UI Design
Competitive Analysis	Applying Lean UX	Mood Board
User Research	MVP Objectives	Wireframes
User Personas	User Flow	A/B Testing
In-Depth Interviews	Rapid Prototyping	Style Guide
	User Testing	Mockups



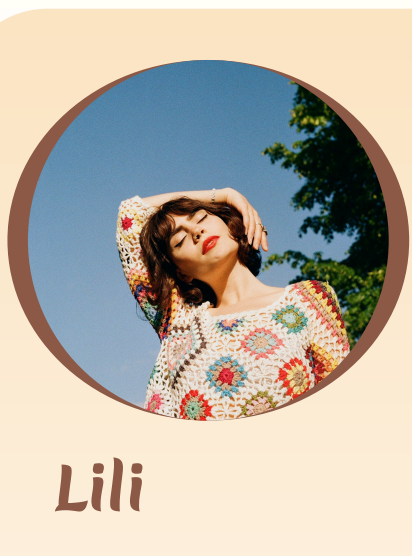
Research

To understand the gaps in existing apps, I analyzed Kitchen Stories, Yummly, and some other platforms. I found that most platforms were cluttered, confusing, and lacked robust filtering or planning tools. This research guided MyHomeBakery's focus on a cleaner, more intuitive experience.

User interviews and personas revealed that home bakers wanted to:

- Filter recipes by dietary needs,
- Substitute ingredients based on what's available,
- Follow clear, visual instructions,
- And easily plan meals with a shopping list.

User Personas



I am always looking for a new recipe and for some inspiration to give me an idea to create a new dish, by my way!

Lili

Age: 42
Married: a daughter
Austin, TX
Beauty Advisor

Needs

Customize recipes for family tastes and diets. Follow short, clear, and simple instructions.

Challenges

Find a fast, easy-to-use cooking app. Save time on meal prep and grocery shopping.

Goals

Cook efficiently and save time. Maintain a healthy, balanced lifestyle.

I'm a busy person, but I have a connection with food. I like to follow the recipes, but I always add something that makes a dish unique!

Edi

Age: 35
Married: 2 children
Sausalito, CA
Software Engineer

Needs

Smart ingredient search to use what's on hand. Recipe videos for easier follow-along cooking.

Challenges

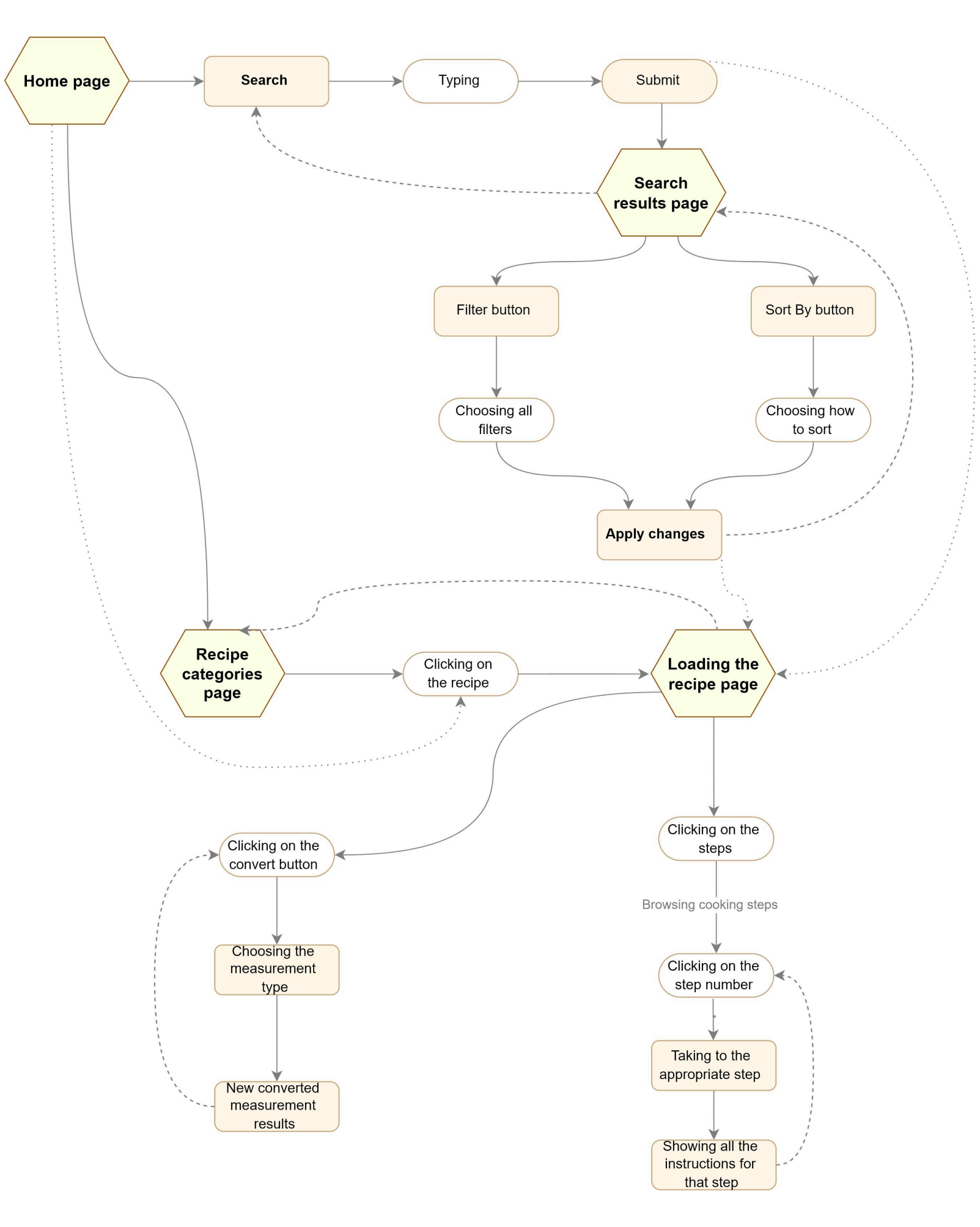
Staying inspired with new recipes. Balancing work, family, and cooking time.

Goals

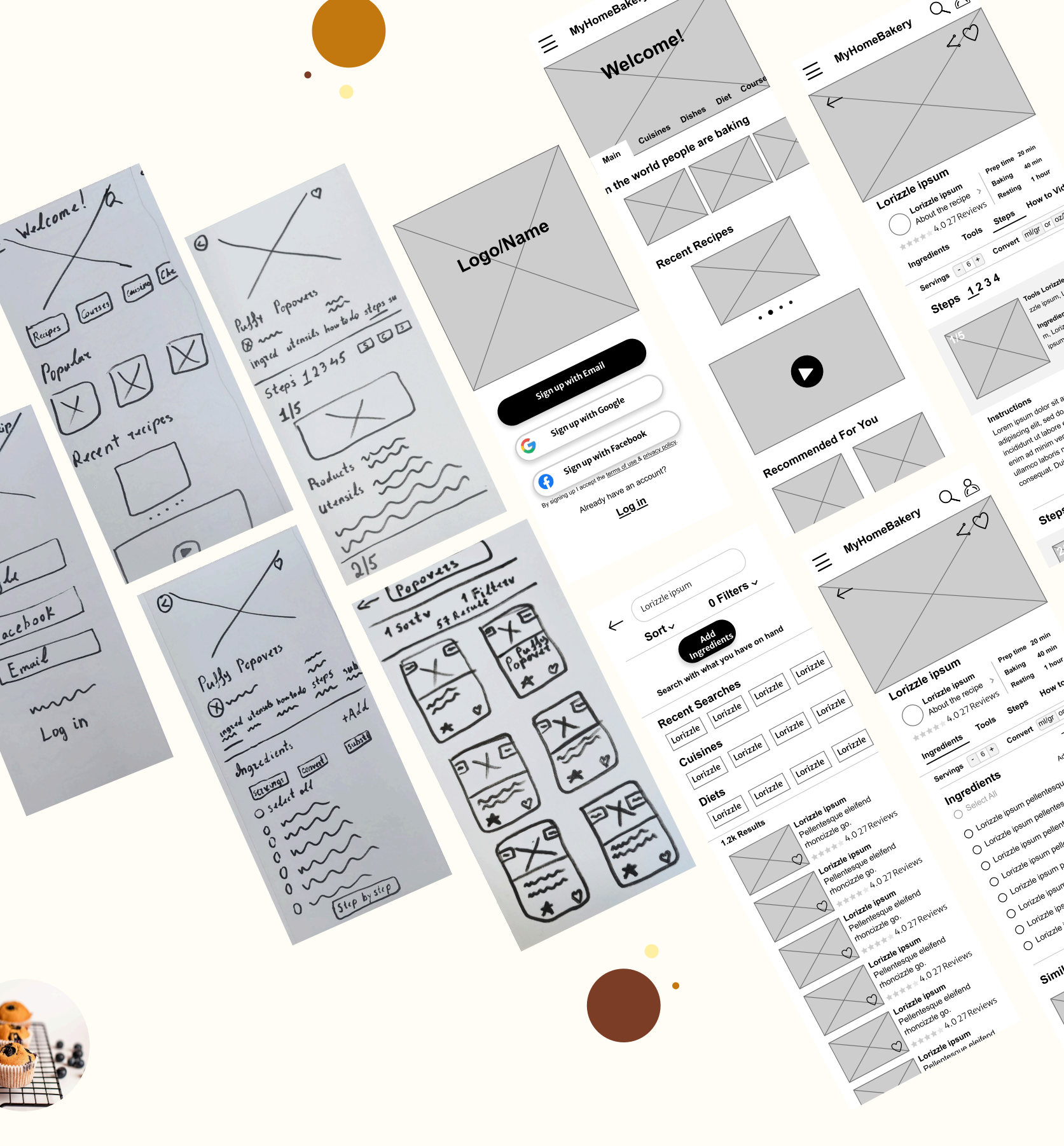
Try new dishes and keep meals exciting. Reduce food waste and grocery trips.

User Flow

User Flow Diagram helped me to understand and analyze the user journey and identify pain points or areas where users may encounter difficulties or confusion and allowed me to address usability issues and improve the overall user experience.


Home page
Search
Typing
Submit
Search results page
Filter button
Sort By button
Choosing all filters
Choosing how to sort
Apply changes
Recipe categories page
Clicking on the recipe
Loading the recipe page
Clicking on the convert button
Choosing the measurement type
New converted measurement results
Clicking on the steps
Browsing cooking steps
Clicking on the step number
Taking to the appropriate step
Showing all the instructions for that step

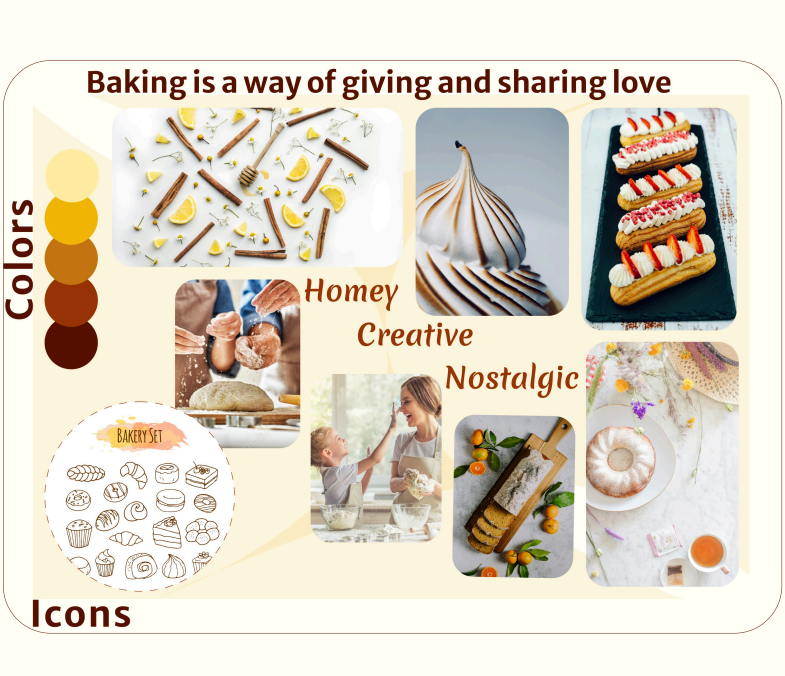
Wireframes


Welcome!
Popular
Recent recipes
Logo/Name
MyHomeBakery
Welcome!
Main
Cuisines
Dishes
Diet
Course
In the world people are baking
Recent Recipes
Lorizzle ipsum
Ingredients
Servings
Steps 1 2 3 4
Sign up with Email

Design & Testing

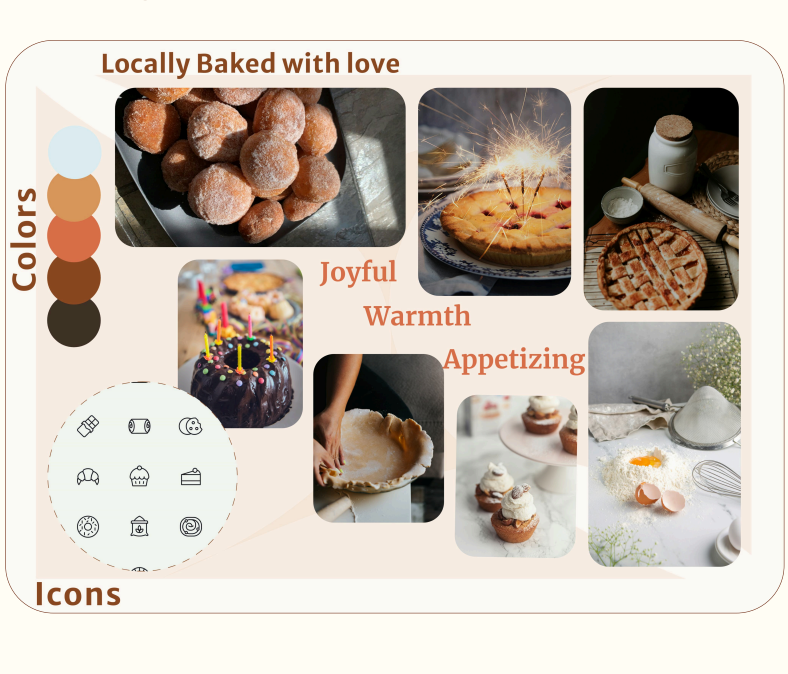
Mood Board Choice

When I shared both directions in a preference test, most users gravitated toward Direction 1. They connected deeply with its sense of home and nostalgic warmth. Their feedback shaped the foundation of MyHomeBakery's visual identity, inspired by simpler times and the traditions passed down through generations, when moms and grandmas shared their special recipes.


Baking is a way of giving and sharing love
Colors
Homey
Creative
Nostalgic
BAKERY SET
Icons

Direction 1 – grew from the idea of slowing down and returning to the heart of the home. Its warm tones and nostalgic textures capture the way recipes were once passed down by hand.

Direction 2 – celebrates the lively side of baking – birthdays, gatherings, and moments filled with laughter. Its colors feel inviting, inspired by the excitement of sharing homemade treats with the people we love.


Locally Baked with love
Colors
Joyful
Warmth
Appetizing
Icons

Color Palette

Primary Colors

Nutmeg Hex: #7B3D26
Auburn Hex: #983605
Dirty orange Hex: #C4770F
Dairy cream Hex: #FBE4C2
Light tan Hex: #FFEFA4

Secondary Colors

Scotch mist Hex: #FFFADC
Old lace Hex: #FFF5E8

The visual identity was inspired by the comforting tones of baked crusts and soft creams - **colors** that evoke a sense of home, nostalgia, and connection.

Typography

Merienda
Black, 36px
Black, 26px
Black, 24px

Merriweather Sans
Bold, 20px
Regular, 18px
Light, 18
Light/Bold, 14

Typography also reflected this balance: **Merienda** brings the charm of handwritten recipes, while **Merriweather Sans** adds the clarity of a modern kitchen.

Headings and body text were carefully sized and weighted to guide the user's focus naturally, establishing a clear **typographic hierarchy**.

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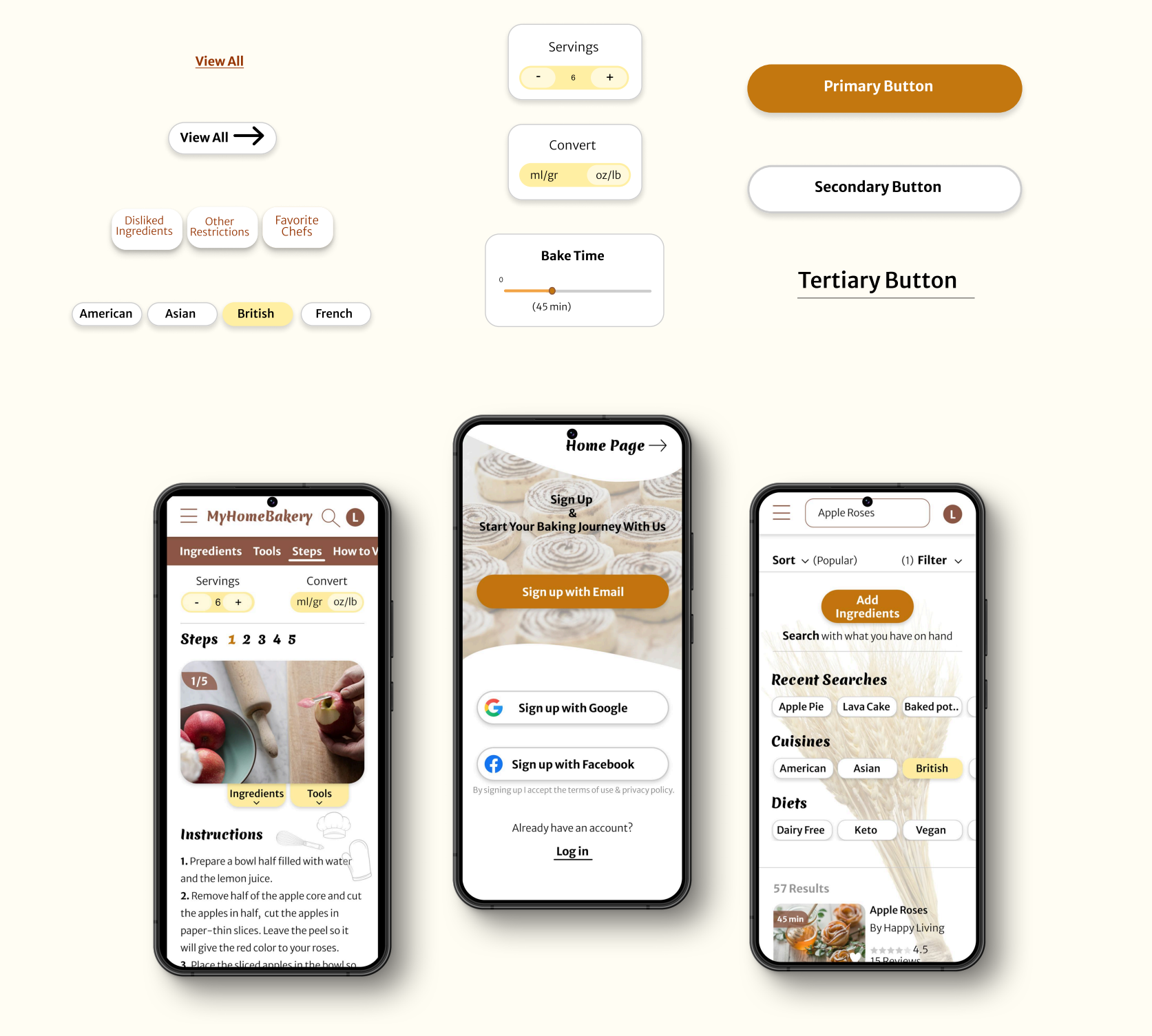
rriweather Sans Merriweather Sans Merriweather Sans Merriweather Sans Merriwe

UI Elements

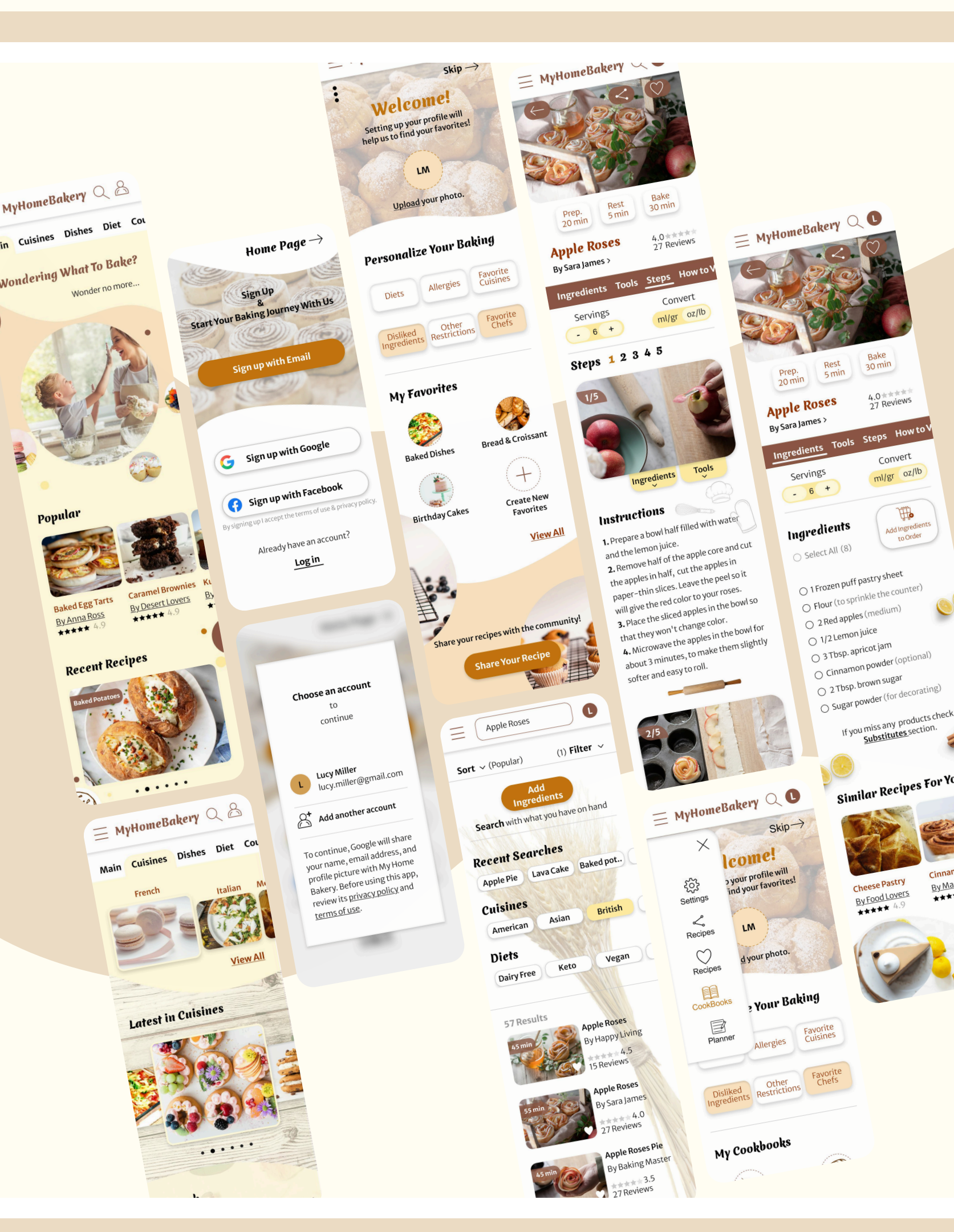

View All
View All
Disliked Ingredients
Other Restrictions
Favorite Chefs
American
Asian
British
French
Servings
Convert
ml/gr
oz/lb
Bake Time
(45 min)
Primary Button
Secondary Button
Tertiary Button
MyHomeBakery
Ingredients
Tools
Steps
Steps 1 2 3 4 5
Instructions
Home Page
Sign Up & Start Your Baking Journey With Us
Sign up with Email
Sign up with Google
Sign up with Facebook
Already have an account?
Log in
Apple Roses
Sort (Popular)
(1) Filter
Add Ingredients
Search with what you have on hand
Recent Searches
Cuisines
Diets
57 Results

Usability Testing

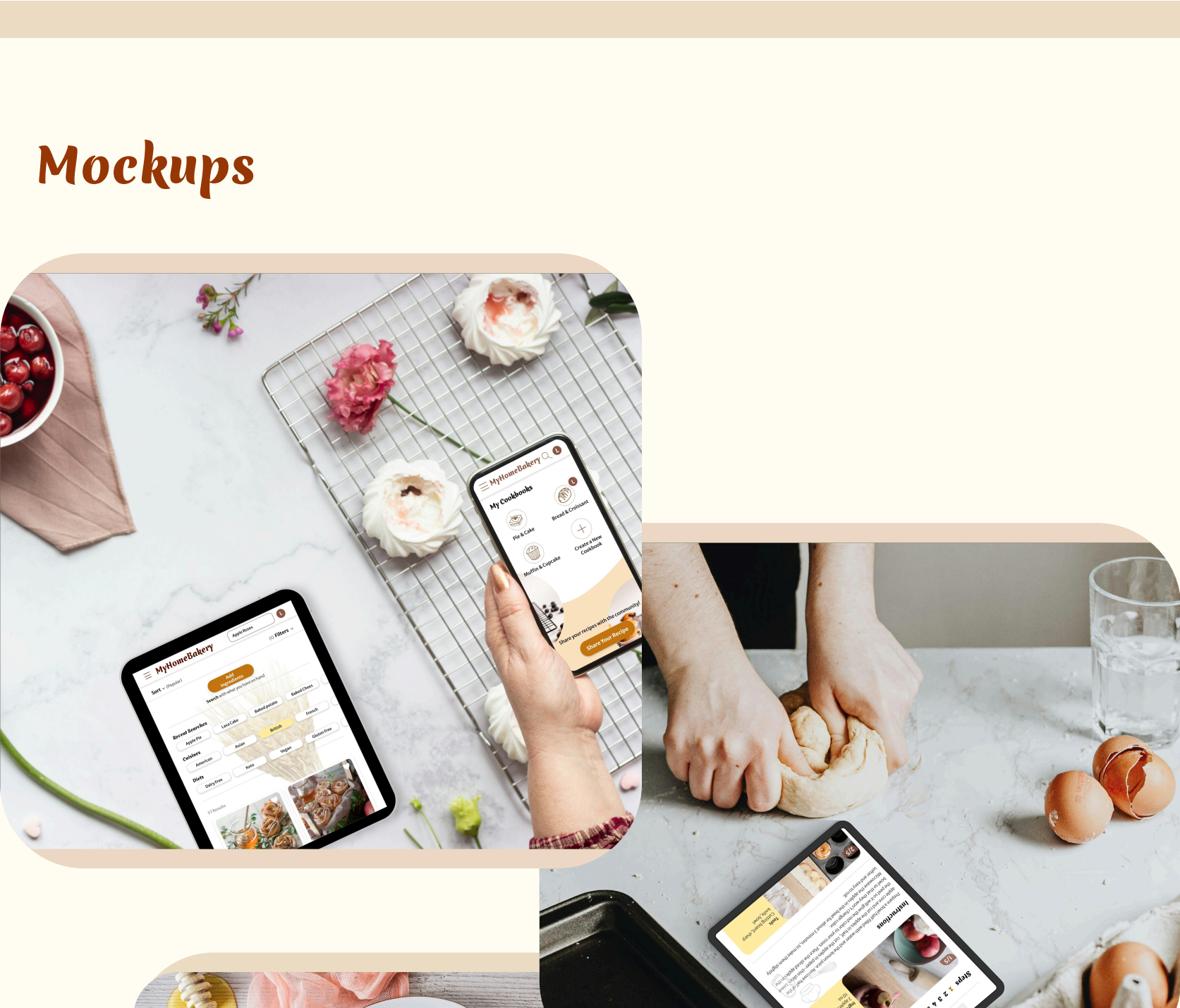
Findings

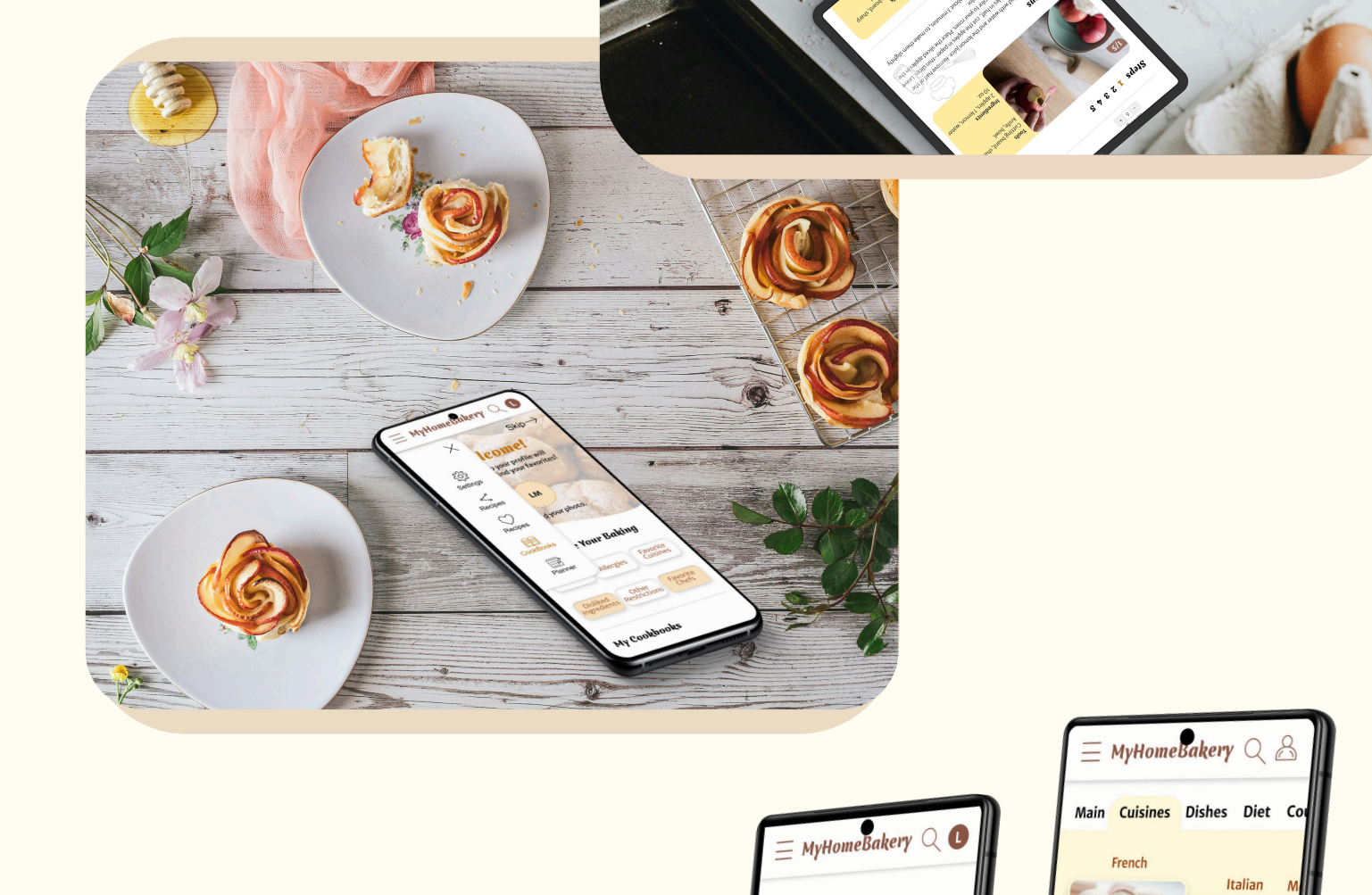
Usability testing uncovered areas for improvement. Users found the search process confusing, so I combined filters and results on a single page. The "Add Ingredients" label became "Search with what you have on hand," making the feature clearer. A step-by-step mode was replaced with numbered steps on one screen, reducing extra clicks and cognitive load. For clarity and terminology issues, "products" was changed to "ingredients".

High Fidelity Wireframes


MyHomeBakery
Wondering What To Bake?
Popular
Recent Recipes
Home Page
Sign up with Email
Sign up with Google
Sign up with Facebook
Choose an account
Add another account
Welcome!
Personalize Your Baking
My Favorites
Apple Roses
Ingredients
Tools
Steps
Instructions
Latest in Cuisines
Recent Searches
Cuisines
Diets
My Cookbooks
Similar Recipes For You

Mockups




MyHomeBakery
Apple Roses
Ingredients
Similar Recipes For You
My Favorites
Share Your Recipe
Latest in Cuisines

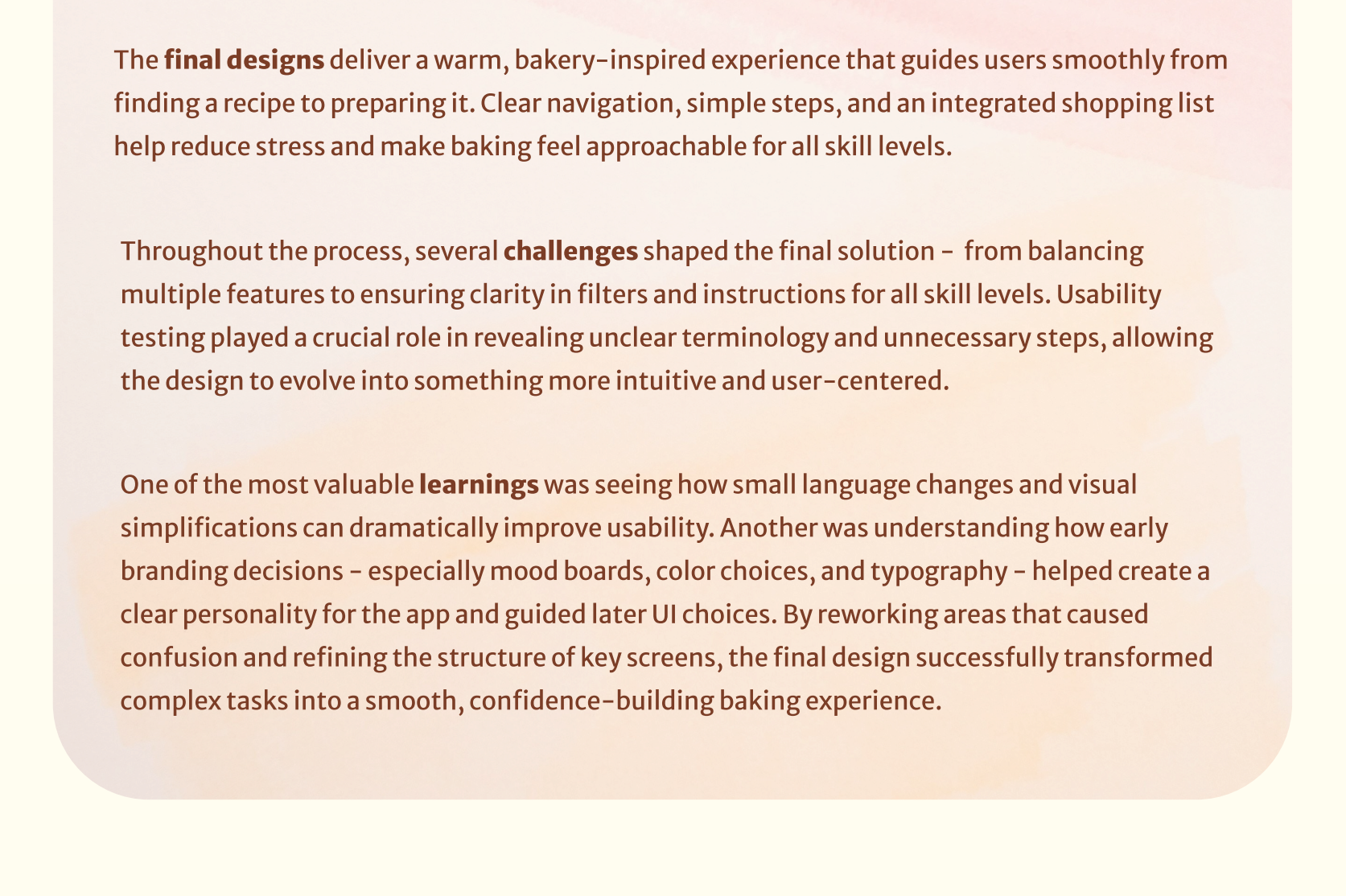
Outcome & Learnings

The **final designs** deliver a warm, bakery-inspired experience that guides users smoothly from finding a recipe to preparing it. Clear navigation, simple steps, and an integrated shopping list help reduce stress and make baking feel approachable for all skill levels.

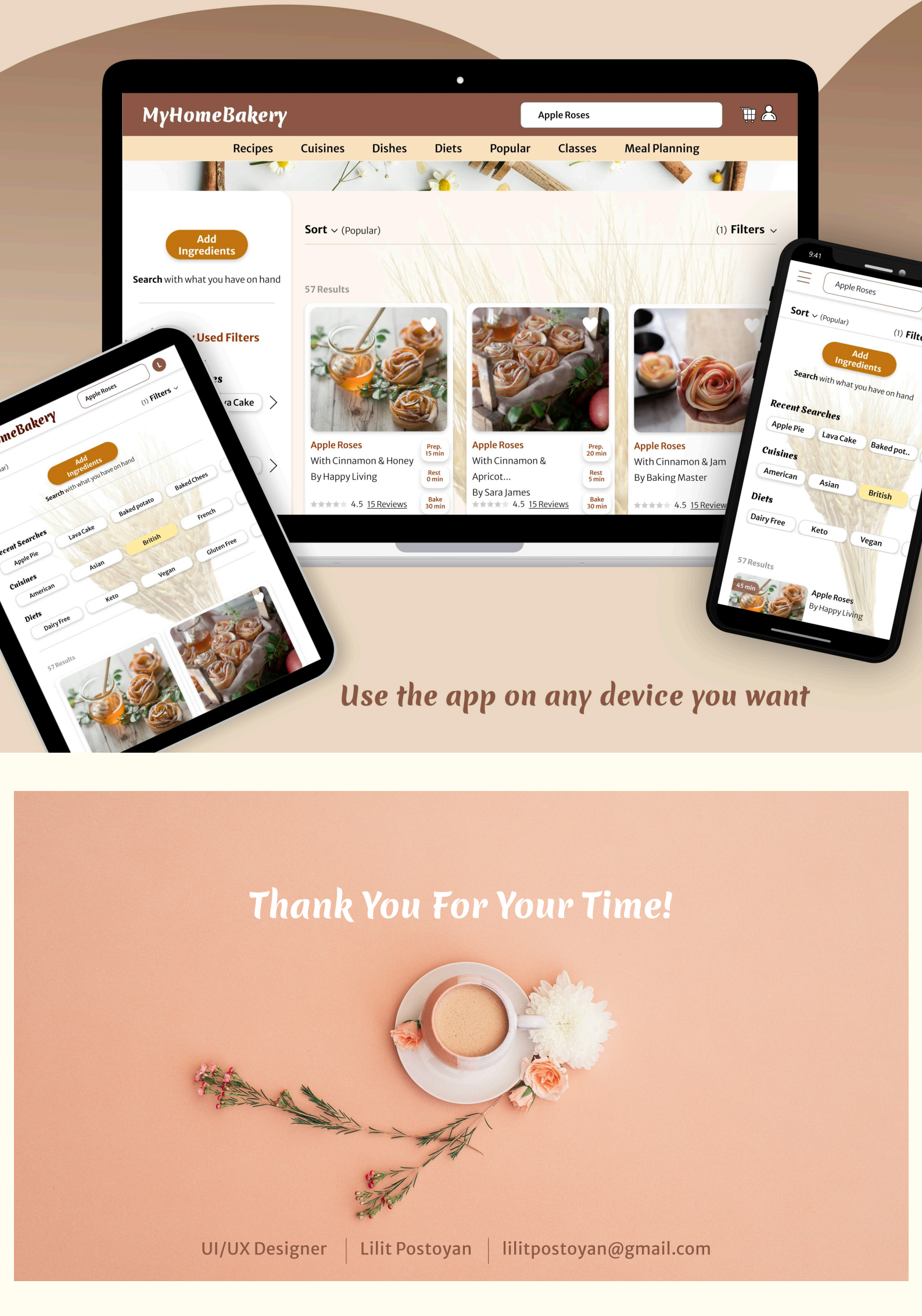
Throughout the process, several **challenges** shaped the final solution - from balancing multiple features to ensuring clarity in filters and instructions for all skill levels. Usability testing played a crucial role in revealing unclear terminology and unnecessary steps, allowing the design to evolve into something more intuitive and user-centered.

One of the most valuable **learnings** was seeing how small language changes and visual simplifications can dramatically improve usability. Another was understanding how early branding decisions - especially mood boards, color choices, and typography - helped create a clear personality for the app and guided later UI choices. By reworking areas that caused confusion and refining the structure of key screens, the final design successfully transformed complex tasks into a smooth, confidence-building baking experience.

MyHomeBakery


MyHomeBakery
Recipes
Cuisines
Dishes
Diets
Popular
Classes
Meal Planning
Apple Roses
Add Ingredients
Search with what you have on hand
Sort (Popular)
(1) Filters
57 Results
Apple Roses
Recent Searches
Cuisines
Diets

Use the app on any device you want



Thank You For Your Time!

UI/UX Designer | Lilit Postoyan | lilitpostoyan@gmail.com